

**Network System, Auction Server, Digital Content
Distributing System, and Digital Content Distributing
Method**

Abstract

A system includes a content provider terminal, an advertisement provider terminal, a BtoB server, and a BtoC server, wherein the BtoB server and the BtoC server receive digital content from the content provider terminal over a communication network, collect advertising content to be attached to the received digital content from the advertisement provider terminal, assist the provider of the digital content and the provider of the advertising content in concluding a contract between them for attaching an advertisement which contract contains a condition concerning payment to the provider of the digital content, combine the digital content with the advertising content to produce digital content with advertisement, and publish it on the Internet.